Welcome to the Student Enterprise Awards 2014-2015

Welcome to an exciting year of enterprise and innovation from your new Local Enterprise Office South Dublin. In April 2014, the former County Enterprise Boards were dissolved and were replaced by the Local Enterprise Offices. While our branding and name has changed and our remit has expanded, we still firmly believe in nurturing youth enterprise as we know that young entrepreneurs are the future lifeblood of the Irish economy.

This year in South Dublin, 958 students from 20 schools in the county participated with a record 70 business project applications competing for a place at the County Final. 60 enterprise projects were shortlisted and showcased their wares at the County Final proving that youth entrepreneurship is alive and well in our county.

Coláiste de hÍde was dubbed Enterprising School of the Year for the third year in a row as more than a dozen of its young entrepreneurs were awarded prizes at county level and its Intermediate finalists Accessoknit and Senior finalists Gael Saol represented South Dublin in Croke Park. Ballyroan Bakers Cookbook from Colaiste Eanna represented the county in the Junior category where promoter Dara Ward picked up 3rd prize in his category.

Congratulations to all of the students and their teachers on their commitment and enterprising spirit.

We are delighted to be in a position to offer our enhanced programme for another year thanks to the continuing generosity and support of our main sponsor, Institute of Technology Tallaght.

We urge you to use all the resources we offer, which, are once again available to participating schools in 2014/2015.

Wishing you enterprising success and looking forward to working with you again.

Junior County Winner 2014 & National 3rd place Award winner Ballyroan Bakers Cookery Book Dara Ward, Colaiste Eanna

Senior Winners 2014 Gael Saol Rían Leon Séan Mac Aodh Bhuí Adam Ó Gormáin, Colaiste de hÍde Tallaght
ENTERPRISE WORKSHOPS FOR STUDENTS

The workshops are offered in school and are delivered by Sadie Wheatley of SW Design. Each one lasts approximately 80 minutes and teachers are welcome to attend if they wish. There are two types of workshop – Phase 1 Innovation and Phase 2 Development:

Phase 1: September / October -
**Introduction to SEA & Innovation Workshop:** Introduction to the programme and how to generate innovative business ideas and projects. Assists students use a variety of techniques to identify and select the best ideas.

Phase 2: October / November-
**Developing your Business Idea:** Developing your business idea by means of research, protection and product development. Assists students analyse and develop their idea into viable projects.

Workshops must be booked in advance. To book a Workshop for your students, please contact Schools Coordinator Laura Nolan (087 960 8850)

2014-2015 TIMETABLE

<table>
<thead>
<tr>
<th>Event</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decide on your business</td>
<td>September 2014</td>
</tr>
<tr>
<td>Start producing your product / service &amp; selling</td>
<td>October, November &amp; December 2014</td>
</tr>
<tr>
<td>Complete the Entry Form for the SEA &amp; return with the Materials Allowance form to LEO South Dublin</td>
<td>Before 24th October 2014</td>
</tr>
<tr>
<td>Complete the Best Idea template</td>
<td>Before 24th October 2014</td>
</tr>
<tr>
<td>Finalise your Business Report</td>
<td>January 2015</td>
</tr>
<tr>
<td>Closing date for submitting completed business reports to LEO South Dublin</td>
<td>12th February 2015</td>
</tr>
<tr>
<td>South Dublin County Finals, Institute of Technology Tallaght</td>
<td>6th March 2015</td>
</tr>
<tr>
<td>National Final, Croke Park</td>
<td>22nd April 2015</td>
</tr>
</tbody>
</table>

2014-2015 TIMETABLE

Junior Social Media Award winner 2014
Eoin Keogh with teacher Maria Donoghue, Greenhills College.

Junior Best Display **Perfect Portions**
Cacilieann Nic Artáin, Coláiste de hÍde

Intermediate winners 2014 **Accessoknit**
Cara Ni Ronain & Grace Ni Hici, Colaiste de híde Tallaght

2nd Place Senior **Memory Trees**
Sophie Doolan, Meabh Dowler, St Joseph’s College Lucan.

2014-2015 TIMETABLE

Senior Best Display **Trippy Textures**
Aloisia King, Amber Doyle, Ross Byrne, Molly Nolan, Faye Fraser, Old Bawn Community School

Finalists **Happy Healthy Kids**
Rachel Cosgrave, Katie Williams, Heather Wright & Katie Redmond, Lucan Community College.

Local Enterprise Office South Dublin – Contact 414 9000 or info@leo.sdublinco.ie
School Coordinator – Contact Laura Nolan – Contact 087 960 8850 or laura@tlmarketing.ie
ATTENTION TEACHERS

Don’t miss out on all the available resources to help you run the SEA in your school:

✅ Materials Allowance & SEA entry – don’t forget to complete and return the forms before 24th October 2014 at the latest. You can enter by submitting the Schools Entry form to Local Enterprise Office South Dublin

✅ NEW – Best Idea Award – complete the application template by 24th October to be in with a chance to win a full day at Awesome Walls Climbing Centre

✅ Posters, Newsletters, Teachers Manual and Student Workbooks are available from our school coordinator Laura Nolan (087)960 8850

✅ Enterprise Workshops – SW Design will be presenting these again – don’t forget to sign up for these as soon as possible by contacting Schools Coordinator Laura Nolan (087 960 8850)

✅ New – Twitter Page – 2 hour slots per week when our panel of experts are available to answer questions from South Dublin students and teachers

✅ A Business Report template will be circulated to all participating schools once the programme is underway. This may facilitate the submission of Student business reports for the County Final for those who wish to use it.

WORDS OF ADVICE

✅ Start the programme as early as possible – at the start of the term in September to give yourself the maximum time to run your business

✅ Give yourself time to generate and brainstorm business ideas and to test the feasibility of these ideas

✅ Ask a student who took part in the SEA previously for tips

✅ Carry out market research on the service / product, examine all findings and keep records

✅ Have a Christmas Fair to help promote and sell products/services

✅ Put some time aside each week to work on your business – it all adds up

✅ Keep all relevant materials in a file/folder such as completed questionnaires, photographs, promotional materials, correspondence, invoices, receipts etc

✅ Complete the Student Workbook as you progress – this will help you prepare your business report at the end

✅ Keep a cash book which records all of the cash that comes into and goes out of the business on a daily business

✅ Take part in your school final

✅ Give yourself plenty of time to prepare the business report which should be easy if you have been keeping your workbook and records up to date

✅ Aim to have a first draft of your business report ready for the end of January. This gives you time to make any changes, add any detail before the closing date (February 12th 2015)

✅ Use all the resources offered by LEO South Dublin and don’t be afraid to contact the school coordinator Laura Nolan for support
20 national finalists attended the second Winners Bootcamp in the Nexus Innovation Centre at the University of Limerick this summer. The four day business bootcamp took place in June 2014 sponsored by Ulster Bank and attended by 20 students from the seven top senior enterprises at the National finals of the 2014 SEA.

Focused on helping these young entrepreneurs develop their business ideas through lectures, team-building and sessions, there was also one to one mentoring with adult entrepreneurs on offer during the week.

Among those guiding the teenagers through the bootcamp were; Linda Higgins of Choe, a specialist in product design and development for therapeutic accessories; J.P. Hartigan of Shadowman Sports, inventor of an inflatable human-shaped tackling system; Aislinn O’Flynn of Sensomi, a designer of sensory learning tools and Shane McCarthy of BlueChief, a provider of business to business solutions.

To be in with your chance of attending Business Bootcamp 2015, make sure you enter the Student Enterprise Awards this year.

At ITT Dublin . . .  ... it’s all about you!

Courses are on offer in the following disciplines:

Business & Humanities
- Accountancy and Professional Studies
- Humanities
- Management
- Marketing and Business Computing

Engineering
- Electronic Engineering
- Mechanical Engineering

Science and Computing
- Science
- Computing

For further information log on to www.ittdublin.ie or email stella.browne@ittdublin.ie

Don’t forget to visit www.studententerprise.ie for up to date news and resources

Why Enter the SEA’s This Year?

✅ Chance to set up your own business, make some money and have some fun as well!
✅ Over €2500 in Prize Money at County level alone & much more at National level
✅ A chance for your Enterprising School / class to win recognition
✅ Teachers Network Dinner in I.T Catering Training Restaurant Scholars & Teachers Prizes
✅ Access to an expert panel of mentors
✅ An opportunity for County winners to take part in real life Dragons Den with the LEO South Dublin
✅ Trip abroad for Senior Winners at National level
✅ A chance to be selected for the new Business Bootcamp 2015
✅ National Final in Croke Park with a chance to win the prestigious Sean Lemass Award

We would like to thank the following Champions for their support

Delphi  Awesome Walls  Tallaght Square

01 414 9000  e: info@leo.sudublincoco.ie  w: localenterprise.ie/southdublin